



The Creative Industries in Indiana Governor Mitch Daniels

2012

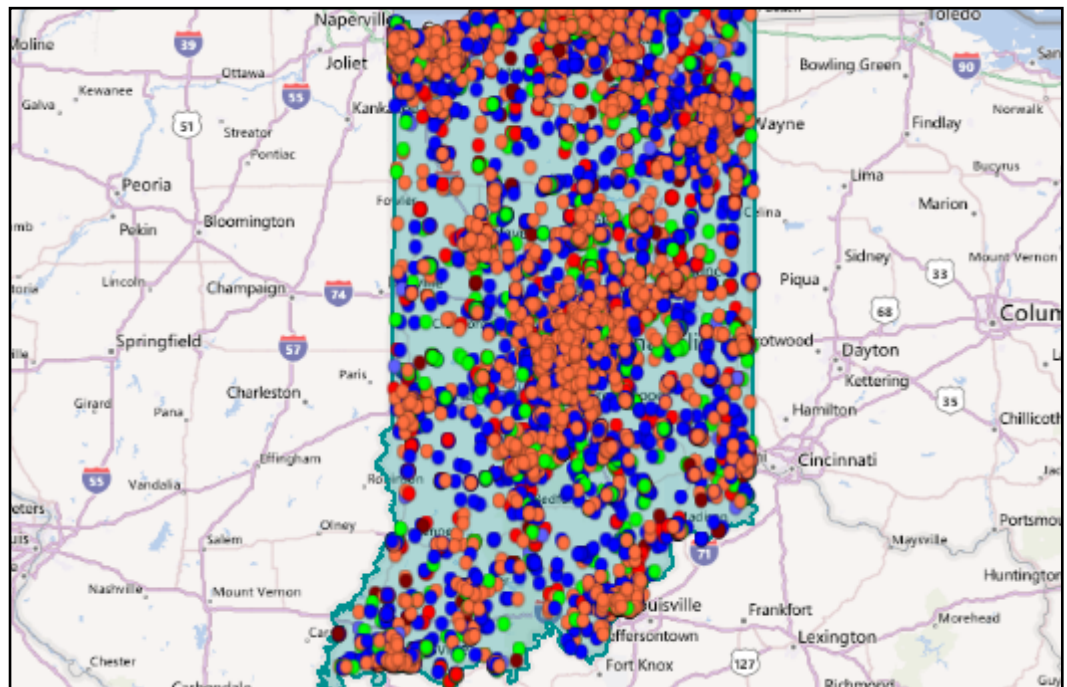
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Indiana**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 905,689 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2012, Indiana is home to 13,570 arts-related businesses that employ 52,813 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in Indiana, with each dot representing an arts-centric business. The creative industries account for 3.34 percent of the 406,329 total businesses located in Indiana and 1.66 percent of the 3,180,338 total people they employ.

13,570 Arts-Related Businesses in Indiana Employ 52,813 People

- Arts-Related Business
-  Museum/Collections
 -  Performing Arts
 -  Visual/Photography
 -  Film, Radio, TV
 -  Design/Publishing
 -  Arts Schools/Services



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Arts-Related Businesses and Employment in Indiana

(Data current as of January 2012)

2012

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	384	1,609
Agents	26	260
Arts Councils	25	151
Arts Schools and Instruction	333	1,198
Design and Publishing	4,523	14,390
Advertising	667	5,133
Architecture	512	2,773
Design	3,298	5,735
Publishing	46	749
Film, Radio and TV	1,705	10,573
Radio	163	528
Television	135	3,764
Motion Pictures	1,407	6,281
Museums and Collections	384	3,390
Zoos and Botanical	18	432
Historical Society	74	719
Museums	292	2,239
Performing Arts	2,265	11,000
Music	1,119	7,210
Theater	31	487
Services & Facilities	426	1,913
Opera	3	17
Dance	1	3
Performers (nec)	685	1,370
Visual Arts/Photography	4,309	11,851
Crafts	342	1,426
Photography	3,162	7,291
Visual Arts	297	697
Services	508	2,437
GRAND TOTAL	13,570	52,813

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/sc/CreativeIndustries.